DOCUMENT RESUME

ED 217 434 CS 206 956

AUTHOR VanSlyke, Judy Kulstad
TITLE Women in Educational Communications: Profile of CASE Members, 1982.
PUB DATE Jul 82
NOTE 27p.; Paper presented at the Annual Meeting of the Association for Education in Journalism (65th, Athens, OH, July 25-28, 1982).

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *Communications; Educational Finance; *Employee Responsibility; *Females; *Fund Raising; Higher Education; Institutional Research; Job Skills; Males; *Occupational Surveys; Personnel Data; Profiles; Public Relations; School Personnel; Sex Differences; *Sex Discrimination; Sex Role
IDENTIFIERS *Council for Advancement and Support of Education

ABSTRACT

A survey of members of the Council for the Advancement and Support of Education (CASE) was conducted to create a profile of members working at educational institutions in fundraising and institutional advancement, and to compare the profile of female practitioners with that of male practitioners. Of the 928 respondents, 61% were male and 39% were female. The typical practitioner was a white male under 40 years of age, who was a director or manager with a bachelor's degree and had been employed in the field of institutional advancement for 5 years or less. His primary job responsibility was in the area of fundraising, including setting fundraising policies, writing related literature, organizing volunteers, and cultivating and soliciting major gifts to the institution. Women in the same field were outnumbered by men in almost all job title categories, only 2 female respondents had the title of president or chancellor at an educational institution (compared with 21 men), and more women than men worked in low-level positions. Women also were more likely than men to have as their primary responsibility the writing or editing of periodicals or other publications. Women were usually younger than the male members, and male respondents' mean annual salary was over $8,000 more than the female mean annual salary. While the above differences are plausible explanations of discrepancies in salaries between men and women, they do not explain why women are being paid less than men, apparently independent of their other qualifications. (HTH)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED217434

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

WOMEN IN EDUCATIONAL COMMUNICATIONS: PROFILE OF CASE MEMBERS, 1982

Judy Kulstad VanSlyke
Assistant Professor
Syracuse University
Newhouse School
Syracuse, New York 13210
315-423-3368

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Judy Kulstad VanSlyke

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Paper presented to the Committee on the Status of Women,
Association for Education in Journalism,
Annual Convention, Athens, Ohio, July, 1982

CS206956

INTRODUCTION

The status of women in communication professions has received significant research attention in the past decade. Many of the studies have focused on the number and position of women within a particular "branch" of the communications industry; for example, as recently as 1977 a study showed that one-fourth of newspaper professionals (both managerial and editorial employees) and 11 per cent of working newspaper journalists were women, though women account for only 10 per cent of those at managerial levels in the newspaper industry.[1] Another study showed that women in broadcasting hold more than one quarter of the jobs, and one-fourth of the managerial positions.[2] In public relations, approximately 38 per cent of the practitioners were women when the U. S. Department of Commerce conducted its 1974 census of occupational characteristics.[3]

Other studies of the status of women have focused on members of professional organizations who are employed in a particular sub-segment of a communications field. Surveys in 1977, 1979 and 1981 by the International Association of Business Communicators, for instance, focused on differences between male and female members of the organization who work in organizational and business communications and public relations; findings indicated that while the number of women in organizational communications was increasing, women were likely to be younger, less educated, less experienced, in lower-level positions and paid less than their male counterparts.

This paper will examine in detail the findings of a professional organization survey completed just this winter (1981-82), a survey conducted by the Council for the Advancement and Support of Education, (CASE), in cooperation with the Communications Research Center at Syracuse University. The survey profiled the organization's members, who work for educational institutions in the field of institutional advancement: fundraising, alumni relations, institutional relations, government relations, publications, and other areas which can be brought together

under the umbrella term of educational communications (of one sort or another).

The CASE study involved a random sample of 1,350 of the 9,800 CASE members, both male and female, who were mailed a detailed questionnaire asking for information on their job titles and responsibilities, reporting relationships, job satisfaction, opportunities for professional growth and development, and salaries. From that sample, 928 completed questionnaires were returned, for an unusually high response rate of 69 per cent. Six in 10 (61.3%) respondents were male; 38.7% were female.

From the completed questionnaires, a profile of the "typical" CASE member-institutional advancement practitioner was developed. This paper will present that profile and some of the general survey findings, then present a profile of the "typical" female institutional practitioner as she compares to her male counterpart.

PROFILE OF "TYPICAL" INSTITUTIONAL ADVANCEMENT PRACTITIONER

The "typical" institutional advancement practitioner is a white male under the age of 40 who has been working in his current institutional advancement profession for slightly more than four and one-half years. His title is director or manager, and he is most likely to work in the development department of a private four-year college or university which has a coeducational undergraduate enrollment of fewer than 2,000 students and fewer than 10,000 living alumni. His annual salary is $27,179, and his department has an annual budget of less than $50,000.

This "typical" practitioner has a bachelor's degree and has been employed in the field of institutional advancement for five years or less. Before beginning his institutional advancement career, he worked outside an educational institution, probably in business or public relations, for up to four years.

In his development position, he reports to the chancellor, president or head of his educational institution, and has frequent contact with the school head, probably as often as several times a week. His primary job responsibility is in the area of fundraising, and his day-to-day fundraising activities are likely to include setting fundraising policies and procedures, writing fundraising literature, organizing volunteers and cultivating and soliciting major gifts to the institution.

The "typical" practitioner is relatively satisfied with his job, and plans to stay in his current position for the time being. He is likely to be taking advantage of opportunities for professional growth and development, and attended at least one professional workshop or conference in 1980-81, probably in the area of fundraising, which was not a college or university course. He is most interested in conferences and workshops in the areas of fundraising and marketing.

THE FEMALE INSTITUTIONAL ADVANCEMENT PRACTITIONER

Work Responsibilities

Women in the field of institutional advancement were outnumbered by men in almost all job title categories. Only two women respondents had the title of president or chancellor at an educational institution (less than 1 per cent of the women and 8.7 per cent of those with that title) compared to 21 men (4 per cent of the men and 91.3 per cent with that title). At the level of vice president or vice chancellor, 11 were women (3.2 per cent of the women) and 79 were men (14.6 per cent); only five women had the title of assistant or associate vice president (1.5 per cent of the women) compared with 15 men (2.8 per cent). Women accounted for just over one-fourth of those with the title dean or provost: four women (1.2 per cent) to 11 men (2.0 per cent). The title of director or manager -- the most-reported title by all survey respondents -- was held by a higher percentage of women than men with 226 women (65.7 per cent) compared with 326 men (60.3 per cent).

In the lower-level titles, women also outnumbered men. More than half (51.3 per cent) of those with the title of assistant or associate director or manager were women (11.3 per cent of the women had this title compared to 6.8 per cent of the men). Half of those with the title of coordinator were women, and more respondents with the title of editor were women (6.1 per cent of the women compared to only 1 per cent of the men).

Women were more likely than men to have as their primary responsibility writing or editing of periodicals or publications: 8 per cent of the women reported periodicals as their primary job responsibility, compared to 3.2 per cent males, and 10 per cent of the women had primary responsibility in the area of publications, compared to only 4.3 per cent men. A more close-to-equal number of men and women reported alumni relations and institutional relations/

information services as primary responsibilities, but men far outnumbered women in three of the areas regarded as most prestigious in the institutional advancement field: fundraising, government relations, and overall management of an institutional advancement program. More men than women (48 per cent men and 36 per cent women) said their primary responsibility was in fundraising; twice as many men as women had primary responsibilities in the area of government relations. Three times as many men as women (9 per cent of the men and 3 per cent of the women) reported responsibility for overall management of an institutional advancement program.

Perhaps because women seem to be clustered in the titles and job responsibilities lowest on the institutional advancement hierarchy, they also report to lower-level superiors within their educational institutions. No men, only women, said they reported to a public relations manager, and more women than men reported to alumni relations managers/directors or managers/directors of development or fundraising. More men than women (45.4 per cent of the men and 32.6 per cent of the women) said they reported to the top executive of the institution, either a chancellor or president.

Women were less likely to report frequently (at least weekly) to the top executive at their educational institutions, perhaps because they tended to be in lower-level positions separated from the administrative top of the organization by one or more layers of other institutional advancement professionals. More men than women said they reported to the chief executive officer weekly; almost twice as many men as women said they reported to the CEO several times a week. Women were more likely than men to never report to the top executive officer at their institutions, and an almost equal proportion of men and women said such reporting to the top occurred "as needed."

Sex seemed to make little difference as to whether practitioners were employed by private or public educational institutions, although women were less likely than men to work at higher-level institutions. Six in 10 respondents, an almost equal percentage of men and women, worked for private institutions, and of the remainder who worked for public institutions, the percentage of males and females was approximately equal. But 10 per cent more of the men said they worked for four-year colleges and universities which also have graduate programs -- a higher-level institution -- while the percentage of women working in elementary or secondary schools or two year colleges -- lower-level institutions -- was greater than the percentage of men (24.2 per cent of the women compared to 17 per cent of the men).

Personal qualifications

Women in the survey respondent group were likely to be younger than the men: almost twice as many women as men were in the youngest under-30 age category. A higher percentage of men were in the 41-50 and 51-60 years of age categories, but the percentage of men and women was equal in the 31-40 and over-60 categories.

Women were less likely than men to hold master's, doctoral or law degrees, and more likely to have less than a bachelor's degree. Twice as many women as men (6.5 per cent compared to 3.2 per cent) had less than a bachelor's degree, but 57.9 per cent of the men had advanced degrees, compared to only 42 per cent of the women. The skew was even steeper at the doctoral level, where 13.8 per cent of the men had doctoral degrees and only 4 per cent of the women.

Slightly more females than males had been in their current positions for three years or less (28.9 per cent of the women and 22.7 per cent of the men), and 38.4 per cent of the women and 31 per cent of the men for between one and three years. Men were more likely to be found at higher levels of experience, however, with twice as many men as women reporting more than five years

of current job experience, and almost five times as many men as women reporting more than nine years of experience in their current positions.

Looking at total years of experience in the field of institutional advancement, women were more likely than men to be found at the lower levels of experience -- five years or less -- but again, men far outnumbered women at higher levels of experience. Five times as many men as women said they had a total of five or more years of experience in the field. Men and women were equally likely to have had professional experience outside the field of institutional advancement.

Women were slightly less likely than men to be satisfied with their current positions; 50.1 per cent of the men said they were satisfied and planned to stay in their current positions for the time being, compared to 44.7 per cent of the female respondents. But women were more likely than men (16.1 per cent of the women compared with 10.8 per cent of the men) to be receptive to an offer of a similar position outside education even though they were not actively seeking such a position. Almost twice the percentage of men as women said they were actively seeking a similar position with another college or university, and an almost equal percentage of men and women said they were actively seeking a similar position outside education.

Women were also slightly more likely than men to see their opportunities for promotion and advancement at their current institutions as below average or poor: 41.9 per cent of the women and 38 per cent of the men rated their promotion opportunities as below average or worse. Twice as many men as women said their promotion opportunities were outstanding.

Women were equally as likely as men to have taken advantage of professional conferences or workshops to improve career advancement opportunities or skills: 85 per cent of both male and female respondents said they had attended at least

one such professional program in 1980-81.

Salaries

Male respondents to the survey had a mean average annual salary of $30,296, over $8,000 more than the female mean salary of $22,158. The all-respondent mean salary was $27,179.

Because of the large discrepancy in mean salary between males and females (without, however, taking into account other "logical" salary-predicting factors such as education or experience), a series of crossbreaks was performed on the salary data to examine salary differences for some of these other predictive factors while controlling for sex. Results included: in almost every job title category, men had a higher annual salary than their female counterparts. Men with the title of chancellor or president, for instance, earned a mean salary of $43,214, almost $7,000 more than women with the same title who had a mean salary of #36,500. Male directors or managers had mean salaries of $27,525, almost $6,000 more than women with the same title who had a mean salary of $21,716. Male editors earned more than $11,000 more than their female counterparts: men with this title had a mean salary of $30,000, while women had a mean of $18,976. The only titles where women earned equal to or more than their male counterparts were assistant to the chancellor or president, and dean or provost.

In every category of primary job responsibility, men earned more than their female counterparts (without taking title or other factors into account). The biggest male-female discrepancy was in the area of management of advancement programs, where men for whom this was a primary job responsibility earned a mean salary of $39,378, almost $13,000 more than females with the same primary responsibility. Males with primary responsibility in fundraising earned almost $7,000 more than their female counterparts, and males in alumni relations, institutional relations/information services and government relations had mean salaries $6,000

higher than females with corresponding primary job responsibilities. The smallest male-female difference was in the area of publications, where mean salaries for men were only $4,000 higher than for women.

. salary discrepancies existed between men and women respondents with comparable years of experience in the field of institutional advancement. Men with between 6 and 15 years of total experience in the field earned almost $8,000 more per year than females with the same amount of experience. Even at the lowest level of experience, 2 or fewer years in the field, men had a mean salary of $23,090 compared to $19,397 for females, a difference of almost $4,000.

. men had mean annual salaries higher than women in each age bracket. The largest salary difference was in the 51-60 age category, where men earned mean salaries of $35,319 compared to women of the same age who earned $23,146, a difference of more than $12,000. The least discrepancy was in the under-30 age category, where there was only a $1,000 difference between the mean salaries of men and women.

. comparable levels of education did not correspond to comparable mean salaries between men and women. With the exception of those who have a law degree, male respondents at every educational level earn more than females with comparable education. The biggest discrepancy is between men and women with bachelor's degrees: men with a bachelor's degree earn a mean salary of $29,229, almost $9,000 more than females at the same educational level who had a mean salary of $20,311. Even at the level of fewer than 4 years of college, men earn $5,000 more than their female counterparts.

. the biggest differences between salaries of men and women appear to be at public institutions, and at institutions which are 4-year colleges or 4-year colleges which also have graduate programs. While mean salaries for men are higher than for women at both public and private institutions, the gap between

male and female mean salaries at 4-year colleges or 4-year colleges which also have graduate programs is almost $9,000; two-year colleges showed a $4,000 difference between male and female salaries, and at elementary and secondary schools, mean salaries for men were almost $7,000 higher than for women.

Explaining Male-Female Salary Variance

As has been pointed out, there are differences between men and women in the field of institutional advancement which might explain salary discrepancy between the sexes. Women are younger, for example, with 57 per cent of the females 40 years old or younger compared to 49 per cent of the males. Women are slightly less likely than men to have advanced educational degrees (master's, doctorates, or law degrees). Women are also slightly more likely to have been in their current position and in the field of institutional advancement for less time than men, and are less likely to hold the higher positions.

While the above differences are plausible explainers of discrepancies in salaries between men and women, they do not explain salary differences. Women are being paid less, apparently independent of their other qualifications.

This conclusion was arrived at through the use of a statistical technique called multiple regression which permits the analysis of the relationship between a dependent variable (salary) and one or more independent or predictor variables. In the stepwise regression performed here, these predictor variables were entered into the statistical computation in stepwise fashion, one by one, in the order of their respective contributions to variation in salary.

Sex accounted for more of the variance in salary than all other background factors tested except total years of experience in the field of institutional advancement. Sex accounted for 5 per cent of the difference between mean salaries for men and women; thus, if one is female, independent of such factors as experience in current position or education, one earns less, the exact amount

varying with individual situations. Generally speaking, a man would earn $3,841 more per year than a comparable female just because of his sex.

Total years of experience accounted for 22 per cent of the variation in average salaries for men and women; each additional year of experience added $417 to a salary.

Age, which tied with education to account for the third-largest amount (1 per cent) of mean salary variance, would add $165 to salary for each additional year of age. Each additional year of education (moving from a bachelor's degree to a master's degree, for instance) would add $769 per year more to salary.

Number of years at current employing institution accounted for slightly less than 1 per cent of the mean salary variance; interestingly enough, however, each year of additional experience at the current institution would subtract $221 from salary, rather than increasing it. Years in current job title proved inconclusive as an explainer of salary variance in the regression analysis.

Using the example of an institutional advancement professional who holds the position of director or manager at a 4-year college or university, we can examine the amount of salary discrepancy explained by sex. This professional is 35 years old, has a bachelor's degree, has 5 years of experience in the field of institutional advancement and has been employed at the current institution for 3 years. If this professional is male, his salary will be $22,943. If this professional is female, her salary will be $19,102, 20 per cent less than her male counterpart, indicating that women, apparently regardless of their qualifications, receive lower salaries than men in the field of institutional advancement.

NOTES

1 See Edward G. Weston, "Social Characteristics and Recruitment of American Mass Media Directors," Journalism Quarterly, 55, Spring 1978, pp. 62-67; John Johnstone, E. J. Slawski and W. Bowman, The Newspeople: A Sociological Portrait of American Journalists and Their Work (Urbana: University of Illinois Press, 1976); and D. Weaver, C. L. Ogan, C. J. Brown and M. I. Benedict, "Women in Newspaper Management: A Status Report," (Bloomington: School of Journalism, Indiana University, 1977).

2 United Church of Christ, Office of Communications Report, 1978; see also U. S. Commission on Civil Rights, Window Dressing on the Set, January, 1979, pp. 33-43.

3 U. S. Department of Commerce, Census of Population, Occupational Characteristics: 1975.

4 IABC, Profile '77: A Survey of Business Communication and Business Communicators (Syracuse: Syracuse University, 1978); See also Profile '79 and Profile '81.

TITLE BY SEX

	President or Chancellor	VP or Vice Chancellor	Asst./Assoc. VP,Vice Chanc.	Asst. to Pres., Chancellor	Dean/ Provost	Director/ Manager	Coord.	Editor
% of those with title who are MAIE	91.3%	87.8%	75%	67.9%	73.3%	59.1%	50%	22.2%
% of those with title who are FEMAIE	8.7%	12.2%	25%	32.1%	26.7%	50%	77.8%	
% of all respondents with title who are MAIE	2.4%	8.9%	1.7%	2.1%	1.2%	36.8%	1.7%	less than 1 %
% of all respondents with title who are FEMAIE	less than 1 %	1.2%	less than 1 %	1%	less than 1 %	25.5%	1.7%	2.4%

PRIMARY RESPONSIBILITY BY SEX

	Educational Fundraising	Alumni Relations	Institutional relations/ information	Government Relations	Perio-dicals	Publi-cations	Gen. Mgmt. of Advancement Programs
% of those with respon-sibility who are MALE	68%	54.3%	57.7%	75%	39.1%	40.7%	82%
% of those with respon-sibility who are FEMALE	32%	45.7%	42.3%	25%	60.9%	59.3%	18%
% of all respondents with respon-sibility who are MALE	29.3%	9%	9.9%	1%	2%	2.6%	5.5%
% of all respondents with respon-sibility who are FEMALE	13.8%	7.6%	7.3%	less than 1 %	3.1%	3.9%	1.2%

REPORTING RELATIONSHIPS BY SEX

	Chancellor/ president	Vice Chanc./ VP	Asst. to Chanc/Pres	Director/ Manager of Development, Alumni Relations, Public Relations, Publications
% of those reporting to each title who are MALE	68.7%	61.4%	58.6%	34.1%
% of those reporting to each title who are FEMALE	31.3%	38.6%	41.4%	65.9%
% of all respondents reporting to each title who are MALE	27.8%	15.8%	1.9%	3%
% of all respondents reporting to each title who are FEMALE	12.6%	9.9%	1.3%	3.6%

CONTACT WITH CEO BY SEX

	Never	Monthly	2xMonth	Weekly	Several xWeek	Daily	As Needed
% of those with particular frequency of contact who are MALE	49.1%	51.9%	50.6%	63.3%	73.3%	69.6%	38.9%
% of those with particular frequency of contact who are FEMALE	50.9%	48.1%	49.4%	36.7%	26.7%	30.4%	61.1%
% of all respondents with particular frequency of contact who are MALE	3.1%	6.1%	5%	10.4%	19.3%	10.7%	1.6%
% of all respondents with particular frequency of contact who are FEMALE	3.2%	5.7%	4.9%	6%	7%	4.7%	2.5%

AGE BY SEX

	Under 30	31-40	41-50	51-60	Over 60
% of those in age category who are MALE	48.9%	61.8%	64.8%	65.8%	65.4%
% of those in age category who are FEMALE	51.1%	38.2%	35.2%	34.2%	34.6%
% of all respondents in age category who are MALE	7.2%	23.2%	16.8%	10.5%	3.7%
% of all respondents in age category who are FEMALE	7.6%	14.4%	9.1%	5.5%	2%

EDUCATION BY SEX

	High School	Some College	Bachelor's	Master's	PhD	Law
% of those with particular level of educ. who are MALE	100%	34.3%	54.6%	64.5%	84.6%	73.3%
% of those with particular level of educ. who are FEMALE	none	65.7%	45.4%	35.5%	15.4%	26.7%
% of all respondents with particular level of educ. who are MALE	less than 1 %	1.3%	23.9%	25.9%	8.4%	1.2%
% of all respondents with particular level of educ. who are FEMALE	none	2.5%	19.8%	14.3%	1.5%	less than 1 %

TOTAL EXPERIENCE IN FIELD BY SEX

	Less than 1	1-3 years	3-5 years	5-9 years	More than 9 years
% of those in experience category who are MALE	50.5%	50.2%	59.1%	84.3%	82.8%
% of those in experience category who are FEMALE	49.5%	49.8%	40.9%	15.7%	17.2%
% of all respondents in experience category who are MALE	11.5%	13.1%	13.6%	12.1%	11.4%
% of all respondents in experience category who are FEMALE	11.3%	13%	9.4%	2.3%	2.4%

SALARY BY TITLE CONTROLLING FOR SEX

Title	Mean salary:male	Mean salary:female
President/chancellor	$43,214	$36,500
Vice president/ vice chancellor	$41,342	$39,682
Assistant/associate vice president/chancellor	$39,433	$31,900
Assistant to president/chancellor	$31,816	$32,500
Dean/provost	$34,318	$35,500
Administrator	$27,278	$14,667
Director/manager	$27,525	$21,716
Assistant/associate director/manager	$24,392	$19,816
Coordinator	$21,033	$16,367
Editor	$30,000	$18,976

SALARY BY PRIMARY RESPONSIBILITY CONTROLLING FOR SEX

Responsibility	Mean salary: male	Mean salary:female
Educational fundraising	$30,975	$23,768
Alumni relations	$25,622	$19,273
Institutional relations/ information services	$27,961	$21,750
Government relations	$41,250	$35,500
Periodicals	$22,688	$18,429
Publications	$26,167	$22,443
Management of advancement programs	$39,378	$26,773

SALARY BY TOTAL YEARS EXPERIENCE CONTROLLING FOR SEX

Category	Mean salary: male	Mean salary:female
2 years or less	$23,090	$19,397
3-5 years	$25,517	$20,943
6-10 years	$32,097	$24,354
11-15 years	$34,624	$26,650
more than 15 years	$36,197	$29,691

SALARY BY AGE CONTROLLING FOR SEX

Category	Mean salary: male	Mean salary:female
Under 30 years old	$18,500	$17,864
31-40 years old	$29,072	$23,035
41-50 years old	$33,257	$22,693
51-60 years old	$35,319	$23,146
over 60 years old	$33,015	$27,500

SALARY BY EDUCATION CONTROLLING FOR SEX

Category	Mean salary:male	Mean salary:female
Some college	$27,667	$22,544
Bachelor's degree	$29,229	$20,311
Master's degree	$28,967	$23,321
Doctoral degree	$37,013	$28,571
Law degree	$32,500	$33,000